

## **IN THE CLAIMS**

Please cancel without prejudice Claims 1-36. Please add the newly drafted Claims 37-42.

1           37. (New) A data presentation control apparatus for receiving a plurality of sets of  
2 multimedia data and sets of presentation control information and for controlling the  
3 presentation of the sets of multimedia data, the plurality of sets of multimedia data  
4 composing a plurality of contents which make up a broadcast program, and the presentation  
5 control information each corresponding to a content and including (1) information for  
6 specifying an initial state for presentation of sets of multimedia data that compose a  
7 corresponding content, (2) at least one instruction, each instruction designating a  
8 predetermined operation, and (3) control time information which indicates a timing of an  
9 execution of the at least one instruction,

10                   the data presentation control apparatus comprising:

11                   data storage means;

12                   receiving means for extracting at least one set of multimedia data and the  
13 presentation control information from data transmitted from a broadcast program  
14 transmission apparatus and storing the received sets of multimedia data and presentation  
15 control information into the data storage means;

16                   current time information obtaining means for obtaining a set of current time  
17 information including an expression of a current time; and

18                   content presentation control means

19                   (1)     for selecting one content and having the selected content initially  
20 presented in the initial state in accordance with the presentation control information

21 corresponding to the selected content, the presentation control information having been  
22 received by the receiving means,

23 (2) for comparing the current time information with the time given in  
24 the control time information corresponding to the selected content, and

25 (3) for executing the at least one instruction once the time given in the  
26 control time information has been reached.

1 38. (New) A data transmission apparatus for transmitting a plurality of sets of  
2 multimedia data, wherein the plurality of sets of multimedia data compose a plurality of  
3 contents which make up a broadcast program, the data transmission apparatus comprising:

4 transmission data storage means for storing the plurality of sets of  
5 multimedia data and a plurality of sets of presentation control information, each set of  
6 presentation control information corresponding to a content including (1) information for  
7 specifying an initial state for presentation of sets of multimedia data that compose a  
8 corresponding content, (2) at least one instruction, each instruction designating a  
9 predetermined operation, and (3) control time information which indicates a timing of an  
10 execution of the at least one instruction; and

11 transmission means for transmitting the plurality of sets of multimedia data  
12 and the sets of presentation control information.

1 39. (New) A recording medium on which a data presentation control program is  
2 recorded, the data presentation control program controlling a data presentation control  
3 apparatus which receives a plurality of sets of multimedia data and a plurality of sets of  
4 presentation control information, the sets of multimedia data making up a plurality of

5 contents that compose a broadcast program, each set of presentation control information  
6 corresponding to a content including (1) information for specifying an initial state for  
7 presentation of sets of multimedia data that compose a corresponding content, (2) at least  
8 one instruction, each instruction designating a predetermined operation, and (3) control time  
9 information which indicates a timing of an execution of the at least one instruction,

10 the data presentation control program comprising the steps of:

11 obtaining a set of current time information for a current time;

12 selecting one content and having the selected content initially presented in  
13 the initial state in accordance with the presentation control time information corresponding  
14 to the selected content;

15 comparing the current time information with the time given in the control  
16 time information corresponding to the selected content, and

17 having the selected content presented by the data display control apparatus  
18 in the changed state once the time given in the control time information has been reached.

1 40. (New) A data presentation control apparatus for receiving a plurality of sets of  
2 multimedia data and sets of presentation control information and for controlling the  
3 presentation of the sets of multimedia data, the plurality of sets of multimedia data  
4 composing a plurality of contents which make up a broadcast program, and the presentation  
5 control information each corresponding to a content and including (1) information for  
6 specifying an initial state for presentation of sets of multimedia data that compose a  
7 corresponding content, (2) at least one instruction, each instruction designating a  
8 predetermined operation, the predetermined operation excluding an operation for switching

9 a state for presentation of the sets of multimedia data from the initial state, and (3) control  
10 time information which indicates a timing of an execution of the at least one instruction,  
11 the data presentation control apparatus comprising:  
12 data storage means;  
13 receiving means for extracting at least one set of multimedia data and the  
14 presentation control information from data transmitted from a broadcast program  
15 transmission apparatus and storing the received sets of multimedia data and presentation  
16 control information into the data storage means;  
17 current time information obtaining means for obtaining a set of current time  
18 information including an expression of a current time; and  
19 content presentation control means  
20 (1) for selecting one content and having the selected content initially  
21 presented in the initial state in accordance with the presentation control information  
22 corresponding to the selected content, the presentation control information having been  
23 received by the receiving means,  
24 (2) for comparing the current time information with the time given in  
25 the control time information corresponding to the selected content, and  
26 (3) for executing the at least one instruction once the time given in the  
27 control time information has been reached.

1 41. (New) A data transmission apparatus for transmitting a plurality of sets of  
2 multimedia data, wherein the plurality of sets of multimedia data compose a plurality of  
3 contents which make up a broadcast program, the data transmission apparatus comprising:

4 transmission data storage means for storing the plurality of sets of  
5 multimedia data and a plurality of sets of presentation control information, each set of  
6 presentation control information corresponding to a content including (1) information for  
7 specifying an initial state for presentation of sets of multimedia data that compose a  
8 corresponding content, (2) at least one instruction, each instruction designating a  
9 predetermined operation, the predetermined operation excluding an operation for switching  
10 a state for presentation of the sets of multimedia data from the initial state, and (3) control  
11 time information which indicates a timing of an execution of the at least one instruction;  
12 and

13 transmission means for transmitting the plurality of sets of multimedia data  
14 and the sets of presentation control information.

1 42. (New) A recording medium on which the data presentation control program is  
2 recorded, the data presentation control program controlling a data presentation control  
3 apparatus which receives a plurality of sets of multimedia data and a plurality of sets of  
4 presentation control information, the sets of multimedia data making up a plurality of  
5 contents that compose a broadcast program, each set of presentation control information  
6 corresponding to a content including (1) information for specifying an initial state for  
7 presentation of sets of multimedia data that compose a corresponding content, (2) at least  
8 one instruction, each instruction designating a predetermined operation, the predetermined  
9 operation excluding an operation for switching a state for presentation of the sets of  
10 multimedia data from the initial state, and (3) control time information which indicates a  
11 timing of an execution of the at least one instruction,

12 the data presentation control program comprising the steps of:

13                   obtaining a set of current time information for a current time;  
14                   selecting one content and having the selected content initially presented in  
15 the initial state in accordance with the presentation control time information corresponding  
16 to the selected content;  
17                   comparing the current time information with the time given in the control  
18 time information corresponding to the selected content, and  
19                   having the selected content presented by the data display control apparatus  
20 in the changed state once the time given in the control time information has been reached.

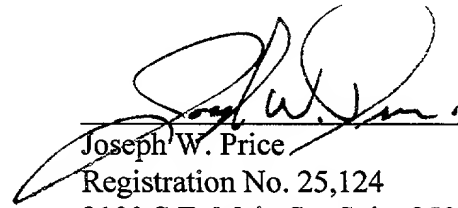
### **REMARKS**

This is a continuation application of U.S. Patent Application Serial No. 08/928,010 and applicants are attaching hereto a Form 1449 along with the references cited in the parent application. It is respectfully requested that these references be made of record in this case.

If the Examiner has any questions with regards to the prosecution of this case, the undersigned attorney would appreciate a telephone conference at the listed telephone number.

Respectfully submitted,

**PRICE AND GESS**



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